

IPSA Online Summer School on Research Methods, Antalya 2022

“Quantitative and Computer-Assisted Approaches in Content Analysis”

Instructor: Prof. Dr. Matthias R. Hastall; TU Dortmund University, Germany

Course Topics: Text analysis and content analysis techniques are powerful research methods for extracting and interpreting the meaning of documents such as news articles, speeches, social media postings, or videos sequences. Two approaches, quantitative content analysis and computer-based (or dictionary-based) text analysis, are introduced, examined, and then applied in course projects. Theoretical foundations, issues of validity, reliability, and subjectivity, as well as data analysis and presentation strategies will be covered, and the approaches will be contrasted regarding their potential to answer a wide range of research questions. The benefits of using free and commercial content analysis software will be also examined. The course is introductory; however, a very basic knowledge of quantitative research methodology is beneficial. Participants are encouraged to bring their own laptop computers for our practice sessions (preferably with Microsoft Windows as operating system, as most tools are available for this computer platform), and are invited to present and discuss their own content analysis projects.

Schedule:

Morning sessions are primarily for lectures, the afternoon sessions are for discussions, introduction to software, and practical applications. Assigned readings should be done *before* the respective session.

Date, Time	Topics	Assigned Reading
Aug. 29, 2022	Morning Session <u>Course Introduction:</u> Backgrounds Interests Course Schedule Readings <u>Quantitative Content Analysis:</u> History Definitions Purposes Steps Units and Unit Definitions Codebook, Categories, Codes and Levels	t.b.a.
	Afternoon Session Practice Session 1: Material Retrieval Research Questions Codebook Development	
Aug. 30, 2022	Morning Session <u>Quantitative Content Analysis:</u> Validity Reliability and Reliability Calculation Sampling Strategies and Sample Size Coder Training	t.b.a.
	Afternoon Session Practice Session 2: Codebook Revision Pretesting First Coding Intercoder Reliability Calculation	
Aug. 31, 2022	Morning Session <u>Quantitative Content Analysis:</u> Data Analysis Preparations Data Analysis Strategies Data Presentation and Interpretation	t.b.a.
	Afternoon Session Practice Session 2: Coding Data File Preparation	
Sept. 1, 2022	Morning Session <u>Computer-Assisted Content Analysis:</u> Introduction Prerequisites Approaches Limitations Examples	t.b.a.
	Afternoon Session Practice Session 4: Preparation Word Clouds Dictionary Creation KWIC Analyses Dictionary Choices and Applications Data File Preparation	
Sept. 2, 2022	Morning Session <u>Both Approaches:</u> Writing Content Analysis Methodology Data Analysis: Common Approaches <u>Course Reflection, Evaluation, and Good-Bye</u>	t.b.a.
	Afternoon Session Practice Session 5: Data Analyses Techniques Data Presentation	

General Reading Recommendation:

Krippendorff, K. (2018). Content analysis: An introduction to its methodology (4th ed.). Thousand Oaks, CA: Sage.

Neuendorf, K. A. (2016). The content analysis guidebook (2nd ed.). Thousand Oaks, CA: Sage.

Krippendorff, K., & Bock, M. A. (2008). The content analysis reader. Thousand Oaks, CA: Sage.